

## **Click It Or Ticket Campaign**

May 23-June 5, 2016



### **Sample Radio Announcement Scripts**

- Option 1: Wearing a seat belt will cost you nothing. Not wearing a seat belt could cost you everything. Stepped up seat belt enforcement is in effect across Michigan May 23<sup>rd</sup> to June 5<sup>th</sup>. If you're not buckled up, officers will pull you over and give you a sixty-five dollar ticket. Small price to pay considering the alternative. Click It or Ticket.
- Option 2: Michigan law requires all drivers, front seat passengers, and passengers 15 years old and younger in any seating position to be buckled up. With seat belt enforcement zones in effect across Michigan, avoid a penalty by buckling up. Click It or Ticket.
- Option 3: Seat belts are the single best defense in the event of a crash and the easiest safety feature in your vehicle to use. This spring celebrate the life-saving properties of a seat belt by using it every trip, every time.
- Option 4: It can take more than two months to form a new habit, but it takes less than two seconds to buckle your seat belt. All you need to do to get into the routine is just buckle up. Every trip. Every time.